

**WHAT IS CLAIMED IS:**

1. A method of a client device for presenting customized media streams

comprising:

receiving a first media content and a first media data associated with the first media content from a remote server, wherein the first media data indicates at least one insertion point of the first media content;

retrieving a second media content from a local memory of the client device;  
and

providing a combined media to an output device, wherein the combined media includes the first media content and at least a portion of the second media content inserted at the at least one insertion point of the first media content.

2. The method of claim 1, further comprising:

receiving the second media content from a remote device before receiving the first media content and first media data; and

storing the second media content at the local memory.

3. The method of claim 1, wherein providing a combined media to an output device includes providing the combined media to at least one of a visual output device and an audio output device.

4. The method of claim 1, wherein the first media data indicates an insertion length corresponding to each insertion point of the at least one insertion point of the first media content.

5. The method of claim 4, wherein:  
  
receiving a first media content and a first media data associated with the first media content from a remote server includes receiving the first media data before receiving the first media content; and  
  
the second media content is retrieved from the local memory in response to receiving the first media data and irrespective of receiving the first media content.
6. The method of claim 1, further comprising selecting a particular portion of the second media content from a plurality of portions of the second media content.
7. The method of claim 6, further comprising identifying portions of the second media content having an appropriate length for insertion into a particular insertion point of the first media content.
8. The method of claim 1, further comprising communicating billing information to a remote billing center in response to providing the combined media to the output device.

9. A wireless communication device for presenting customized media streams comprising:

a transceiver configured to receive a first media content and a first media data associated with the first media content from a remote server, wherein the first media data indicates at least one insertion point of the first media content;

a processor, coupled to the transceiver, configured to retrieve a second media content from a local memory of the client device; and

an output device, coupled to the processor, configured to provide a combined media including the first media content and at least a portion of the second media content inserted at the at least one insertion point of the first media content.

10. The wireless communication device of claim 9, wherein:

the transceiver receives the second media content from a remote device before receiving the first media content and first media data; and

the processor stores the second media content at the local memory.

11. The wireless communication device of claim 9, wherein the output device is at least one of a visual output device and an audio output device.

12. The wireless communication device of claim 9, wherein the first media data indicates an insertion length corresponding to each insertion point of the at least one insertion point of the first media content.

13. The wireless communication device of claim 12, wherein:  
the transceiver receives the first media data before receiving the first media content; and  
the processor retrieves the second media content from the local memory in response to receiving, via the transceiver, the first media data and irrespective of receiving the first media content.
14. The wireless communication device of claim 9, wherein the processor selects a particular portion of the second media content from a plurality of portions of the second media content.
15. The wireless communication device of claim 14, wherein the processor identifies portions of the second media content having an appropriate length for insertion into a particular insertion point of the first media content.
16. The wireless communication device of claim 9, wherein the transceiver communicates billing information to a remote billing center in response to providing the combined media via the output device.

17. A method of a wireless communication system for supporting a remote device to present customized media streams comprising:

transmitting a first media content to the remote device, the first media content including at least one content unit configured to be inserted into another media content; and

transmitting a second media content and a second media data associated with the first media content to the remote device after transmitting the first media content to the remote device, wherein the first media data indicates at least one insertion point of the first media content to receive the at least one content unit of the first media content.